

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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President Cumming Announces Roster of Speakers For Symposium on Merchandising of Canned Foods

The complete roster of speakers for the "Symposium on Merchandising of Canned Foods," which will be a feature of the Second General Session of the 1949 Canners Convention at Atlantic City on January 18, was announced this week by Howard T. Cumming, President of the National Canners Association.

The complete list of Symposium speakers follows:

John L. Baxter, H. C. Baxter & Bro., Brunswick, Me., will speak for the National Canners Association.

W. T. Dahl, Dahl's Food Market, Des Moines, Iowa, for the National Association of Retail Grocers.

Hugh J. Davern, vice president in charge of merchandising, Grand Union Company, New York City, for the Super Market Institute.

Arthur Ehrenfeld, Francis H. Leggett & Co., New York City, for the National-American Wholesale Grocers Association.

Forrest L. Fraser, assistant director of factory merchandising, The Kroger (Please turn to page 398)

Canners Invited to Confer On Mobilization Problems

Five canners have been invited to meet in Washington next week with Chapin Weed, Director of the Food Division of the National Security Resources Board, to discuss problems incidental to mobilization in event of a national emergency.

The meeting is to be the first between Mr. Weed and canning industry representatives. Mr. Weed already has conferred with groups from other food industries. Out of these conferences, in which "mistakes" of past wars will be discussed, the NSRB is expected to gain information for the formulation of a mobilization plan regulating the production and distribution of food.

The canners invited to confer with Mr. Weed on December 13 are Howard T. Cumming, Curtice Brothers Co.; Herb F. Krimendahl, Stokely-Van Camp, Inc.; H. N. Riley, H. J. Heinz Co.; Oliver G. Willits, Campbell Soup Co.; and Milton E. Brooding, California Packing Corp.

Heavy Buyer Attendance Indicated for Convention

Estimated attendance of canned foods buyers indicated thus far for the 1949 Canners Convention at Atlantic City reveals that a greater number will be present than has been customary at past conventions.

The National-American Wholesale Grocers estimates that approximately 1,500 of the attendance for whom they are reserving rooms will be grocers who deal in canned foods.

Both the Super Market Institute and the National Association of Chain Stores estimate that attendance in their respective categories will come to about 100 each.

These are not final figures but are estimates made on applications and requests in so far.

Farm Labor Representatives Plan 1949 Supply Programs

Representative employers of farm labor met in Washington this week to review the 1948 supply programs and to prepare recommendations for suitable changes in 1949 plans. A two-day meeting of the National Farm Labor Conference was held on December 6-7 and was followed by a two-day meeting of the U. S. Employment Service's Special Advisory Committee on Farm Labor. Conferences also were held with officials of the Immigration and Naturalization Service and with the State Department regarding the imported labor aspects of the past and future agricultural labor supply programs.

These meetings in Washington had been preceded by Employment Service (Please turn to page 398)

ICC Hears Final Arguments On Freight Rate Increase

Final arguments on the railroads' petition for an emergency 8 percent freight rate increase began before the Interstate Commerce Commission on Wednesday, and were scheduled for completion by today. A decision by the ICC is expected in two or three weeks.

At the outset of the hearings, the ICC narrowed its considerations to the emergency rate increase, and announced that testimony on the railroads' request for a permanent 13 percent increase will not be received until further hearings are held in the East, South, Midwest, and West.

The railroads argued that the 8 percent rate increase is necessary to meet higher operating costs. The U. S. Department of Agriculture was among those opposing any such increase.

It has not been announced when the ICC will commence its hearings on the long-term rate adjustment. Once begun, they may take up to three months.

Reduction in Tariff on Tuna Opposed at Trade Hearings

The U. S. Tariff Commission and the Committee for Reciprocity Information opened hearings in Washington on December 7, in connection with proposed negotiations for trade agreements with 11 nations.

The canned commodities to which the investigation is being limited are cherries, figs, tomatoes, pastes, puddings and hash, and certain fishery products, packed in oil; namely tuna, bonito, yellowtail, anchovies and antipasto.

Under the Trade Agreements Extension Act of 1948, the Tariff Commission is conducting an investigation, including a public hearing, for the purpose of determining for each import article under consideration:

"(a) . . . the limit to which modification of duties and other import restrictions or imposition of additional import restrictions, or continuance of existing customs or excise treatment may be extended in order to carry out the purpose of the Trade Agreements Act of 1934, as amended, without

causing or threatening serious injury to the domestic industry producing like or similar articles; and (b) the minimum increases in duties or additional import restrictions required in cases where increases in duties or additional import restrictions are required to avoid serious injury to the domestic industry producing like or similar articles."

The Committee for Reciprocity Information is taking testimony "directed either toward concessions that might be obtained from the foreign countries involved in the negotiations or toward the concessions that might be granted by the United States."

CRI is composed of representatives of the Departments of Commerce, State, Labor, the National Military Establishment, and the Economic Cooperation Administration.

Appearing before both the Tariff Commission and the Committee for Reciprocity Information this week,

Donald P. Loker, chairman of the Committee on Trade Agreements of the California Fish Cannery Association, protested any attempt to lower the present tariff on canned tuna, bonito and yellowtail, or to "bind" the present tariff on these items at the present rates. He recommended that the present tariff on bonito and yellowtail be raised immediately to the maximum extent permissible under the law.

The Columbia River Salmon and Tuna Packers Association also filed a brief opposing any reduction in the tariff on tuna. The California Sardine Products Institute submitted a brief dealing with the tariff rate on anchovies packed sardine-style.

Tuna, bonito and yellowtail are under consideration for negotiation with Peru. Other canned commodities under consideration, principally tomatoes, are to be negotiated with Italy.

"Market Basket Bargain" were reproduced in full.

The first use of the Association's price story mailed with the *LETTER* of November 27 was reported this week by President Howard T. Cumming. This release was reproduced in full in the *Rochester Times-Union* (105,918) of December 2.

N.C.A. price material also has been published in the *Worcester, Mass. Telegram & Gazette* (146,263), *Kokomo, Ind., Tribune* (16,227), *Chattanooga, Tenn., News* (59,811), *Minneapolis Tribune* (551,155), and the *Co-op News* of Kenosha, Wis.

Nutrition Publicity

Important findings of the N.C.A.-CMI nutrition research program, as presented at the special press conference and exhibit in Chicago during the meeting of the N.C.A. Board of Directors, are reported in the December 6 issue of *Newsweek* magazine, which is nationally distributed to a circulation of 730,756.

The nutrition findings are reported in an article appearing under the subject of "Medicine." This publicity, together with clippings of newspaper material received this week, brings the total reported circulation figure represented in this distribution of canned foods nutrition knowledge to 14,659,154, as of December 10.

The *Newsweek* article points out that results of the nutrition study "upset some old beliefs." Among the findings reported was the fact that "a large part of the nutrient worth of canned foods is contained in the liquid."

A third television program has so far come out of the nutrition publicity. Television Newsreel Corporation of New York City this week filmed an interview on canned foods nutrition with Katherine R. Smith, Director of the N.C.A. Home Economics Division. The two chief points covered in the televised interview are the fact that the industry now knows the average nutrient value of a considerable list of important canned foods and that the nutrients in the liquids should be used by the consumer. The film will run about 3½ minutes. Backgrounds used are a chemical laboratory and a homemaker's kitchen. After the film is edited, Television Newsreel Corporation will distribute it to all or most of the television stations in the country. The *INFORMATION LETTER* will announce the times of showing as soon as advised.

PUBLICITY

PRICE PUBLICITY IS AIRED ON 136 ABC RADIO STATIONS

Libby, McNeill & Libby Reports Its Advertising Agency Made Distribution

Libby, McNeill & Libby, Chicago, reported this week that copies of a publicity release based on N.C.A. material pointing to the retail price position of canned foods were sent by its advertising agency to 203 stations of the ABC network, and publicity based on this material was broadcast on 136 of these stations, in 44 States.

J. Walter Thompson, agent for a Libby-sponsored network serial, distributed the price publicity to each of the 203 stations which carry the Libby program. In response to an inquiry from the advertising agency, 144 replied, and only 8 reported that they were unable to use this material.

J. Walter Thompson's tabulation shows that the price material was aired almost exclusively on newscasts and on midday and afternoon programs directed to women listeners. A number of stations reported use of the price material on two or more broadcasts; WDAK, Columbus, Ga., reported using it on six newscasts over a two-day period.

Secretary Carlos Campbell's remarks on canned foods prices before the annual convention of the Maine Cannery Association, reported else-

where in this issue of the *LETTER*, were carried out of Portland on the wires of the Associated Press and were incorporated into additional price publicity in both newspapers and radio broadcasts.

The AP wire story is known to have been printed in *The Washington Post* (165,554) on December 8. Radio stations WEEI in Boston and WTOP in Washington, D. C., included this material in broadcasts. On station WEEI, the material was included in the program of Charles Ashley entitled "This Woman's World." On WTOP, it was incorporated into a morning broadcast by Elinor Lee, intended for housewives.

The editorial on canned foods prices appearing in a recent issue of *The Muskegon Chronicle*, which was reported last week, appears to have been the result of efforts by several canners. Chester A. Ray of the New Era Canning Co., New Era, Mich., has written that he supplied N.C.A. price publicity to the editor of that paper.

Taylor & Sledd, Richmond, Va., sent in a copy of the November issue of *The Neighborhood Grocer* (3,491), official publication for many trade and commercial groups in Virginia, the Carolinas, Tennessee, Georgia and areas bordering the Ohio River, in which "A Story Worth Repeating!" and

Listed below are the papers and circulation figures represented by clips received by the Association this week, with the totals previously reported.

Carrollton (Ky.) News Democrat (Nov. 24)	2,484
Christian Science Monitor (Nov. 29)	159,709
Cleveland Plain Dealer (Nov. 28) ..	434,762
Danbury (Conn.) News-Times (Nov. 29)	13,101
Des Moines Register (Nov. 12)	214,795
Elmore (Ohio) Tribune (Nov. 25) ..	887
El Paso Herald Post (Nov. 12)	29,212
El Paso Times (Nov. 12)	40,117
Hudson (Mass.) Sun (Nov. 29)	1,920
Mechanicsburg (Pa.) Local News (Nov. 26)	1,740
Mocksville (N.C.) Enterprise (Nov. 26)	2,109
Newsweek (Dec. 6)	730,756
New York Sun (Dec. 6)	297,134
San Francisco Call Bulletin	169,596
Seattle Times (Nov. 28)	223,237
Tulsa (Okla.) World (Nov. 12)	69,413
Yonkers (N.Y.) Record (Nov. 29) ..	8,210
	2,399,184
Circulation already reported	12,259,970
Total circulation	14,659,154

MEETINGS

N.C.A. Officers and Staff Take Part in State Meetings

N.C.A. representatives took part this week in programs for three state canner conventions—the Maine Cannery Association, the Association of New York State Cannerymen, Inc., and the Michigan Cannerymen Association.

Secretary Carlos Campbell told the Maine cannerymen on December 6 that housewives this year have bought more canned fruits and vegetables than ever before. Another event on the Maine program was the showing of the N.C.A. label film, "Better Labels," which illustrates the industry's voluntary labeling program, by Happer Payne, Director of the Labeling Division.

A feature of the New York meeting on December 9 was an address by N.C.A. President Howard T. Cumming. Harold J. Humphrey, Chairman of the Association's Labeling Committee, showed the labeling movie on the following day and commented on the industry's labeling program.

N.C.A.'s participation at the Michigan convention December 10 was the showing of the film, "Better Labels," by Happer Payne.

For each of these State meetings, the N.C.A. prepared and distributed press releases reporting the participation by Association personnel in these programs. Copies of these releases were

sent to regional offices of the national wire services (AP, UP and INS) in Portland, Me., Buffalo, New York City, and Detroit, and to a total of 161 daily newspapers, 304 weeklies, 9 bi-weeklies, and 60 radio commentators in the three States; and to 32 trade papers and 32 radio commentators with national or regional audiences.

In his address to the Maine cannerymen, Secretary Campbell pointed out that a possible explanation for the fact that housewives this year have bought more canned fruits and vegetables than ever before is that the retail prices of these products have advanced less than any other food group, according to U. S. Bureau of Labor Statistics figures.

Full text of Mr. Campbell's remarks on the trend toward increased purchases of canned fruits and vegetables and the favorable showing of these commodities on today's high cost-of-living market follows:

"There is a world of difference between polls, especially between polls of opinion and polls of facts. Election polls are polls of opinion. An example of a poll of facts is that made by the Bureau of Labor Statistics to record changes in retail prices. Facts are facts and are so accepted by the public.

"One fact reported by BLS is that retail prices of canned fruits and vegetables have advanced less than any other group of foods. Housewives apparently have observed in their shopping that canned fruits and vegetables are their best buy because with them they can make the family food budget go further. More families have been buying canned fruits and vegetables this year than ever before.

The Industrial Surveys Company of New York City reports that a larger number of families bought canned vegetables during each of the first eight months of 1948 than for the corresponding months of 1947, and that for the first six months of 1948 the volume purchased by these consumers exceeded the purchases of the corresponding months of 1947 by from five to twenty percent.

"One complaint about inflation most commonly registered by the man on the street is that prices have advanced more rapidly than incomes. Canned fruits and vegetables, however, enjoy a unique position in that respect—their retail prices have advanced considerably less than has average income. The average weekly earnings of those employed in industry is reported by the Bureau of Labor Statistics to be \$53.86, compared with only \$23.44 average weekly earnings for the 5-year period immediately before the war. A greater percentage of the current income, however, must be paid out or withheld for Federal income taxes. Consequently, only the income after taxes have been paid should be considered as available for purchasing the various items of food and other commodities and services necessary for living. This take-home pay, or disposable income, as it is sometimes called, is today more than twice what it was during the normal prewar period. Canned fruit and vegetable prices, however, are only a little more than half again as high as they were before the war. Thus a consumer can today buy from 25 to 33 percent more canned fruits and vegetables with his weekly take-home pay than he could have bought on the average during the 5-year period immediately preceding the war."

CUMMING FORESEES STEADY MARKET FOR 1948 PACK

N.C.A. President Guest Speaker At Meeting of Canadian Cannerymen in Ontario

President Howard T. Cumming was a guest speaker December 6 at the annual meeting of the Canned Foods Association of Ontario held in Niagara Falls, Ontario, Canada.

In his address Mr. Cumming spoke about the market outlook for canned fruits and vegetables, chief current developments in the industry, some of the Government activities that affect the industry, and he also described for the Canadian cannerymen the plans of the National Security Resources Board in its efforts to prepare for industrial mobilization in the event of war, and he highlighted the facts about the National Cannerymen Association and its services to its industry.

In his comments on the marketing outlook, Mr. Cumming included the following statement:

"To forecast a market outlook for canned fruits and vegetables is a hazardous undertaking. Our industry is made up of literally thousands of production units, ranging in size from factories that produce 25,000 cases a year to one counting its production in millions of cases. Many of them are underfinanced and lack good management. They sell thru more than 300,000 retail units to 140,000,000 people. They are highly competitive among themselves and their output of canned foods is subject to the competition of an endless number of other foods. So to say that it is hazardous to forecast the market for canned fruits and vegetables is not an exaggeration. And yet each of us, of necessity, must look ahead and make our plans based on past experience

and what we currently observe that may be significant.

"Starting with the war years and up to 1946 our industry had no marketing problem because the armed forces were taking from a third to a half of our production. But in that year, the first after the end of the war, we produced 500,000,000 cases of fruits and vegetables, an all-time record. As we came to the end of the year it looked to many as if we could fill the empty pipe-lines and still have an embarrassing surplus. Late in the year we witnessed what could happen, in the collapse of the prices of canned citrus products. But as we moved into 1947 the big 1946 pack disappeared without any important carryovers and we went on to make another pack, only moderately smaller, than that of 1946. And that 1947 pack disappeared without serious market disturbance. To be sure, in the Spring of this year, some peas, apple-sauce and a few items sold below cost but the over-all net results to canners in 1947 were good. And now we are completing the 1948 pack which will be about 10% below that of 1947. While peas are off 10,000,000 cases there was a carryover of seven to eight million cases. The same situation prevails as to tomatoes and tomato products, a smaller pack but a substantial carryover from 1947. Corn, over 30,000,000 cases is the second largest pack on record. The total of all fruits promises to be about the same as last year. So we now have to market a pack of such size as would have insured a disaster in prewar years. Must we look for serious price declines in the months ahead or can we repeat the experience of the two preceding years when we disposed of even larger packs and in orderly fashion? There are reasons to support both positions. Let's look at the darker side of the picture first.

"Certainly our buyers, fearing a price decline, are today operating on a hand-to-mouth basis. They are displaying more hesitancy than we have seen since the depression years before the war. Inventories in the warehouses of distributors are being held at a minimum. At the same time, many canners are being pushed by their creditors and are being forced to bid down for such orders as are available, in order to turn their stocks into cash. There are those who fear that the definite price advantage that canned foods have had over such other foods as meat, dairy products and cereals is going to be lost as the prices of those products decline—and everyone is certain that they are going to decline. Still others believe that the competition of frozen fruits and vegetables is going to cut into the volume of canned fruits and vegetables. The result is that, at the moment, the market is relatively inactive and prices generally are not strong. A weak and declining market could prevail for many months.

"What is the other side of the picture?

"Statistically, the outlook is good. Our total supplies are less than they were in the two preceding years. The real question then relates to the demand. Will it hold up? I believe it will. We have 61,000,000 people at work—practically no unemployment—and at wages that are at an all-time high now and are surely going higher. While we shall have increased taxes the burden is most likely to fall on industry and not on the wage earner. The spendable income of our people will, in all probability, increase in 1949. Moreover, our people are consuming about 17% more food per capita than they did before the war and if the food is available and they have the money with which to buy it, there is every reason to think they will do so. We have an 11% increase

in population to feed. And finally, we have two programs, the Marshall Plan and the Defense Program that, while they don't directly affect the demand for canned foods, they do insure industrial activity at a high tempo, which in turn, insures a demand for all foods, including canned foods.

"So it is my belief that we can look for a good market for canned fruits and vegetables up to the 1949 pack and we can hope to go into that season with stocks reduced to reasonable levels. To be sure, there will be temporary seasonal setbacks aggravated by the weaker canners who are forced to sell. Some commodities will be weaker than others, as is always the case. But it seems to me that supply and potential demand are in reasonable balance and we can look for a fair total return on the 1948 packs."

FOREIGN TRADE

EXPORTS OF CANNED FRUITS DOWN FROM PREWAR LEVEL

OIT Report Notes that Exports Of Canned Fruit Juices Are Up Considerably

While exports of canned fruits declined rapidly during World War II and have not yet returned to prewar levels, export shipments of canned fruit juices have increased to amounts higher than those of before the war, it is pointed out by John A. Monroe of the Food Branch, Office of International Trade, in a summary report on "United States Foreign Trade in Processed Fruits and Fruit Products."

Mr. Monroe's report describes the export and import situation on canned fruits and fruit juices, fruit preserves, and dried fruits through 1947, and includes detailed statistics showing volume and dollar value on each country's exports and imports of a number of these commodities. In citing Canada as "the major foreign customer" for canned fruit juices, the report does not account for the effects of that country's import restrictions during 1948.

Pertinent portions of Mr. Monroe's report are quoted:

"Following the outbreak of the war in Europe, several changes in export marketing of processed fruits and fruit products occurred. Commercial exports of canned fruits declined rapidly. During two of the war years (1943 and 1944) they were but 2½ percent of the average annual quantities exported prior to the war. Commercial exports of canned fruit juices increased to amounts higher than those of the prewar period because of

large Canadian purchases, the major foreign customer.

"At the beginning of the postwar period, the cut-back in Government requirements for processed fruits and fruit products, with consequent adequacy of supplies for both domestic consumption and exports and in some cases serious surpluses, caused an increase in interest in export markets by United States fruit and fruit product processors and exporters.

"By the end of 1947, however, exports were still far below prewar levels for many items, especially canned and dried fruits. For other items, such as canned fruit juices and fruit preserves, 1947 commercial exports were at all-time highs. In addition, domestic production of processed fruits and fruit products has risen from that of the prewar period, with considerable variation among products or groups of products.

"While the foreign consumer 'demand' for United States products is undoubtedly higher than ever before and quantities in the United States are available for shipment, foreign economic conditions are the principal drawback to the regaining of export markets in volume equal to production above domestic requirements. The lack of dollar exchange, while almost world-wide, is particularly acute in those countries which constituted the leading prewar markets or which might otherwise offer the best possibilities for expanded postwar trading. The tendency in dollar-short countries is to put many foods at the bottom of the priority list. Canned and many other processed fruits are generally considered in the 'non-essential' or 'luxury' class.

Exports of Canned Fruits

"Although United States canned fruits have been exported for many years to many countries, the United Kingdom has remained the principal foreign consumer, with the exception of 1945 when lend-lease shipments to India put that country in first place. In 1947, 94 million pounds were shipped to the United Kingdom; these represented 42 percent of the United States exports. Following the United Kingdom, of particular importance were Belgium and Luxembourg, taking 18 percent of total exports; Canada, taking 12 percent; and Cuba, taking 7 percent.

"Exports of apricots, berries (other than loganberries), grapefruit, and prunes and plums were all larger in

1947 than in the prewar average period (1934-38). For all other canned fruit items, however, 1947 exports were lower, in many cases considerably lower.

Exports of Canned Fruit Juices

"Exports of canned fruit juices from the United States are principally citrus juices—grapefruit, orange, and orange and grapefruit blend.

"Canada has for many years been the largest foreign market for United States fruit juices and in 1947 received two-thirds of the record-high quantity of 16 million gallons exported. Potential large markets exist in many other countries; these markets are limited by foreign import restrictions occasioned by the dollar shortage.

"In 1945, and even more so in 1946, large quantities of fruit juices were shipped to many countries which had never been important customers for United States fruit juices. These shipments to 'new' markets, however, were largely made by UNRRA, and went to such countries as Czechoslovakia, Poland, Yugoslavia, and the U.S.S.R., not current market prospects.

Exports of Fruit Preserves

"In 1947, record-high commercial exports of fruit preserves were effected. These totaled nearly 6 million pounds, and were divided among a wide range of countries, principally in North America, South America, and Europe."

SCHEDULE OF PRINCIPAL EVENTS FOR 1949 CANNERS CONVENTION

(Subject to Revision)

Friday, January 14

- 11 a.m.—Meeting of N.C.A. Buildings Committee, Club Room, Hotel Traymore
- 2 p.m.—Joint Program of National Canners Association and National-American Wholesale Grocers Association, Renaissance Room, Ambassador Hotel
- 7 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Pine Room, Hotel Traymore
- 7-10 p.m.—Preview of Machinery and Supplies Exhibit, Convention Hall

Saturday, January 15

- 9:30 a.m.—Meeting of N.C.A. Raw Products Committee, Chippendale Room, Hotel Traymore
- 9:30 a.m.-6 p.m.—Machinery and Supplies Exhibit, Convention Hall
- 10 a.m.—Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore
- 10 a.m.—Meeting of N.C.A. Labeling Committee, Mandarin Room, Hotel Traymore
- 12:30 p.m.—Luncheon Meeting of N.C.A. Convention Committee, Pine Room, Hotel Traymore
- 2 p.m.—Meeting of N.C.A. Administrative Council, Stratosphere Room, Hotel Traymore
- 7 p.m.—Annual Dinner Dance under auspices of Canning Machinery & Supplies Association, Claridge Hotel

Sunday, January 16

- 8:30 a.m.—Meeting of Board of Directors, Super Market Institute, Ambassador Hotel
- 10 a.m.—Meeting of N.C.A. Board of Directors, Rose Room, Hotel Traymore
- 1-6 p.m.—Machinery and Supplies Exhibit, Convention Hall
- 2:30 p.m.—Meeting of N.C.A. Eastern Technical Committee on Baby Foods, Room 10, Convention Hall
- 2:30 p.m.—Meeting of Corn Canners Service Bureau, Roof Solarium, Jefferson Hotel
- 6:30 p.m.—Dinner for State Secretaries, Mandarin Room, Hotel Traymore
- 7 p.m.—Old Guard Dinner, Claridge Hotel

Monday, January 17

- 9 a.m.—Meeting of N.C.A. Nominating Committee, Room 1, Convention Hall
- 9:30 a.m.—Annual Meeting, CM&SA, Room B, Convention Hall
- 10 a.m.—Opening General Session, N.C.A., Ballroom, Convention Hall
- 12-6 p.m.—Machinery and Supplies Exhibit, Convention Hall
- 2 p.m.—Joint Conference of N.C.A. Raw Products Bureau and Laboratories, Room B, Convention Hall
- 2 p.m.—N.C.A. Fishery Products Conference, Room 20, Convention Hall
- 7 p.m.—Young Guard Banquet, American Room, Hotel Traymore
- 8 p.m.—Raw Products Smoker, Rose Room, Hotel Traymore

Tuesday, January 18

- 9:30 a.m.-6 p.m.—Machinery and Supplies Exhibit, Convention Hall
- 10 a.m.—Second General Session, N.C.A.—"Symposium on Canned Foods Merchandising," Ballroom, Convention Hall
- 2 p.m.—N.C.A. Raw Products Conference, Room 21, Convention Hall
- 2 p.m.—N.C.A. Canning Problems Conference, Room 20, Convention Hall
- 8:45 p.m.—Fred Waring's Band, Entertainment (auspices CM&SA), Warner Theater

Wednesday, January 19

- 9:30 a.m.-6 p.m.—Machinery and Supplies Exhibit, Convention Hall
- 10 a.m.—Closing General Session, N.C.A., Room 21, Convention Hall
- 10 a.m.—N.C.A. Canning Problems Conference, Room 20, Convention Hall

SYMPOSIUM SPEAKERS

JOHN L. BAXTER

Prominent Maine Canner Has Given Quarter Century of Service to Canning Industry

The service that has been rendered the National Canners Association and the canning industry by John L. Baxter, member of the firm of H. C. Baxter & Bro., Brunswick, Maine, has been continuous for more than a quarter of a century. It dates back to 1924 when he first served as a N.C.A. Director, in which capacity he gave service also in 1925 and again for the three years 1929 to 1931. He had a place on the Resolutions Committee from 1924 to 1936, was on the Raw Products Committee for eight years, the Scientific Research Committee for 20 years and is on the Labeling Committee now in his 13th consecutive year of service. He was secretary in 1926 and chairman in 1927 of the Corn Section. N.C.A. records show his name on a half dozen other committees during the 15 years preceding the war. Mr. Baxter is currently chairman of the Conference Committee, serving his fourth year with that group, and is also on the Buildings and Food and Drug Committees this year.

His industry leadership was conspicuous during the war years and included such assignments as special advisor to the National Defense Advisory Committee; Chief of the Processed Foods Section and Government Presiding Officer of the Canned Foods Advisory Committee of the Office of Production Management which later became the War Production Board from 1940 through 1943. In 1944 he was a consultant on canned foods for the U. S. Department of Agriculture.

John Baxter was born in Brunswick, his present home, in 1896. He was graduated A.B. cum laude from Bowdoin College in 1916 where he was elected to Phi Beta Kappa and Delta Kappa Epsilon. He taught at Bowdoin in 1916 and the following year became a member of the processing firm of H. C. Baxter & Bro. During World War I Mr. Baxter served in 1918 as a 2nd Lieutenant in the U. S. Army.

He is president of the Snow Flake Canning Co. and the Puritan Sales Corporation and a vice president of Maine Canned Foods, Inc. In 1924 and 1925 he was president of the Maine Canners Association.

Mr. Baxter also is prominent in State and municipal activities. He is a director of the First National Bank of Brunswick and of the Union Mutual Life Insurance Company and a member of the Advisory Council of Liberty

Mutual Life Insurance Company. He was Director of the New England Council in 1924-1925, its secretary in 1934-1936, and state chairman in 1936-1940. He was chairman of the Maine Joint Tax Conference in 1937 and on the Committee for Economic Development of the State of Maine in 1943. He has been chairman of the finance committee of the Town of Brunswick since 1940 and a member of the Maine Development Commission since 1943.

Since 1942 Mr. Baxter has been a member of the Board of Overseers of Bowdoin College and was chairman of the Bowdoin Alumni Fund in 1941.

W. T. DAHL

Retail Grocers Representative Operates Five Groceries in Des Moines Area

W. T. Dahl opened a grocery store in 1931 with \$300. Today he is operating partner of five groceries in the Des Moines area.

Mr. Dahl is generally regarded as a leader in the merchandising of grocery store items. In fact, he is president of the Iowa Retail Grocers Association.

His newest store is a supermarket which opened a little over a year ago. Two parking lots are capable of handling 350 automobiles at one time. An innovation at this new store is the "Courtesy Counter" at which customers may return empty bottles, cash checks, or buy tobacco products and candy. Two of his other stores in the Des Moines area are country stores, complete with nice-size rest rooms and benches for the customers to sit down.

Mr. Dahl is only 40. He is a director of the Des Moines Retail Grocers Association, having been president and vice president.

HUGH J. DAVERN

Super Market Institute Speaker Has 24 Years' Experience in Chain Stores

Hugh J. Davern, vice president and director of the Grand Union Company, New York City, a native of Cortland, N. Y., finished high school in Binghamton, N. Y., and graduated from Colgate University in 1920.

Mr. Davern received his early chain store experiences with the Great Atlantic and Pacific Tea Company in Jersey City. In 1924, he became associated with the Grand Union Com-

pany, as Assistant Manager of Operations. In this capacity he received a thorough training in all phases of manufacturing, traffic control, trucking and warehousing.

In 1928, Mr. Davern transferred to the company's field organization, literally starting at the bottom. In those days grocery stores reserved the title "Potato Boy" for the single employee used for the most menial tasks, usually performed in the cellar. So, Mr. Davern gave up a responsible executive position to take his chances in the field as "Potato Boy." In 24 years as salesman, manager, district manager and division manager he has helped develop the small one-man grocery store into the large complex super market of today. During this period he has bought produce, supervised meat departments, supervised grocery buying, written ads, developed operating manuals, laid out blue prints, supervised store construction and performed other duties, all of which have helped to qualify him for the requirements of his present responsibilities as vice president in charge of merchandising.

In 1948, Mr. Davern was elected a member of the board of directors of the Grand Union Company.

ARTHUR EHRENFELD

Speaker for National-American Wholesale Grocers Has Long Experience

Arthur Ehrenfeld has been with Francis H. Leggett & Company, New York, a wholesale grocery concern, since soon after World War I. He has pioneered a number of new canned food lines, and has created a sauce for which Francis H. Leggett & Company is well known—"Sauce Arturo"—named after him.

As a youngster, in the days before the packaging era and prior to the development of general sanitary conditions such as exist today, Mr. Ehrenfeld worked in an "old-fashioned" grocery store. When only 14½ years old, he became associated with the dining car service of the New York Central Railroad; he rose to become chief clerk of the office, operating the diners, and purchasing foods, fresh and canned, and all other dining car requirements.

During World War I, Mr. Ehrenfeld was employed by the War Department in subsistence warehouses at Governors Island, N. Y., where foods of all descriptions were received and shipped to nearby camps, transports, and overseas. After being discharged from the service, he became a civilian food buyer for the Quartermaster Corps in New York.

Mr. Ehrenfeld became associated with the canned foods department of Francis H. Leggett & Company in 1920, and helped to pioneer many of

the canned foods that are part of the regular line today. The canned foods department was one of the first to give attention to the 8-ounce line, and led in the development of Fancy Northwest Elberta Peaches in Extra Heavy Syrup.

Mr. Ehrenfeld established the special label for the product which is designated as "Premier Old Fashioned," a layout entirely different from the regular Premier label. After the new design was copyrighted, it became an important feature of the merchandising program of the Leggett firm.

FORREST FRASER

Representative of Food Chains To Direct Merchandising For Kroger Company

Forrest L. Fraser, who becomes director of grocery merchandising for The Kroger Company December 31 when Frank L. Reock retires after 25 years service, has been with the retail food chain since 1945.

Since September, 1947, Mr. Fraser has been assistant director of grocery merchandising. In his new position he will be responsible for buying and selling grocery items in the 2,400 retail food stores operated by Kroger in 19 midwestern and southern states.

He joined Kroger in August, 1945 as merchandise manager for household items after having had extensive merchandising experience with the Allied Purchasing Corporation, Chevrolet Motors, Sears Roebuck and Company, and H. & S. Pogue Company of Cincinnati.

Born in Corning, N. Y., Fraser attended Kiski prep school and Dartmouth college. He is married and has one child.

JOHN P. HOUCK

Representative for Brokers Group Brings Wealth of Experience and Merchandising Skill

John P. Houck has long been recognized as one of the best informed brokers in the canned foods trade. He has had many years of outstanding merchandise experience as a representative of some of the largest and most important food accounts in one of the Nation's greatest food markets—New York City.

Since 1920 when he entered the employ of M. W. Houck & Bro. as a salesman, he has been steadily employed in increasingly more important posts by this firm of brokers, established in New York by his father Montrose W. Houck in 1895. In 1929 he became partner in the firm.

Mr. Houck was educated at Hoosac School, New York, and Tome School

in Port Deposit, Maryland. He entered business life at the early age of 15 as a "runner" with a New York banking house. Later he became an investment securities salesman and in 1919 was made midwest representative of the National Credit Office, with headquarters in Chicago. It was in the following year that he began his 28 years of continuous leadership in the Houck organization.

Despite his busy career with that firm, Mr. Houck has always found time to make important contributions of his talent and executive ability to the affairs of the National Food Brokers Association, and has repeatedly filled important chairmanships of various committees engaged in NFBA activities.

CHARLES S. RAGLAND

USWGA Representative Heads Large Wholesale Grocery Firm in Nashville

Charles S. Ragland is president of the C. B. Ragland Company, a large and successful wholesale grocery house located at Nashville, Tenn., which was founded by his father in 1919. In addition to managing the affairs of his company he has been very active in Association work. He is now chairman of the executive committee of the United States Wholesale Grocers Association, a position he has held for the past two years.

In that capacity he has been instrumental in inaugurating a number of important new Association activities, among them, organization of the Junior Executives Club, composed of departmental heads under 40 years of age of member companies, and the assigning to the Club of a program of constructive activities; also the institution of the first steps toward a program by the Association of visual education in public and trade relations.

So far as the operations of his own company are concerned, he is a leader in progressive merchandising methods. For example, his firm now offers to its customers the following plus services which he regards as a capital investment in good will.

1. Weekly Price List, listing thousands of items, mailed to customers.
2. Store Engineering Service (planning and executing retail modernization programs).
3. Expert Accountant Service (aid in setting up bookkeeping system, including use of "Ragland's Keep-Yourself Bookkeeping System").
4. Personal calls on customers by Salesmanager and two Assistant Salesmanagers, to give special counsel on merchandising and management problems.
5. Advertising each week in newspapers supplemented by radio, when

desirable, in promotion of Ragland's private label Colonial Brands.

6. Weekly merchandising letter called "United Markets Merchandiser."

7. Ragland Reporter, monthly house organ.

There is no cost to the customer for any of these services except for actual supervision of store modernization, but no charge is made for preliminary or planning consultations. No store fixtures are sold. None of the services is forced on customers. They are available on request.

In addition, his produce men have had the benefit of a special training course in the care and merchandising of fresh fruits and vegetables both at wholesale and retail.

He is truly an apostle of the better way of doing the job of food and grocery distribution.

PAUL S. WILLIS

In 16th Term as GMA President, Speaker Is Well Familiar With Food Problems

Paul S. Willis, president of the Grocery Manufacturers of America, Inc., since 1932, has an intimate knowledge of production and distribution problems in the food industry.

A native Texan, Mr. Willis became associated with the Comet Rice Mills of Texas, later becoming its vice president and general manager. He first was elected president of GMA on an honorary basis for one year, and then reelected in 1933. Before completing his second term, the Board of Directors recognized the importance of his job, reorganized GMA's operational structure, and persuaded Mr. Willis to assume the presidency on a full-time basis. GMA claims to be the first trade organization to adopt the pattern of having a full-time executive president.

As president, Mr. Willis works closely on production and distribution problems with the executives of 300 of the leading food and grocery manufacturers who supply a substantial portion of the products found on U. S. grocery shelves. He has a first-name relationship with all of the leading distributors in the country. His articles on the food situation have appeared in many publications, and he frequently is invited to air his views on food over radio networks.

Mr. Willis was a member of both the Famine Emergency Committee and the President's Citizens' Food Committee. He also is a member of the New York State Food Commission, Business Advisory Board of City College, New York, and Board of Directors of the Branch Names Research Foundation.

PERSONNEL

Association Officers

Wisconsin Cannery Association

Marvin P. Verhulst still is executive secretary of the Wisconsin Cannery Association. This fact was inadvertently omitted from the report in last week's LETTER because he holds office by appointment rather than by election, and the item in the LETTER carried only the names of those elected.

New Calpack Officers

The California Packing Corporation, San Francisco, has announced the appointment as vice-presidents of Roy G. Lucka and Willard C. Griffin and Irving H. Granicher as general sales manager.

Canned Foods Merchandising

(Concluded from page 391)

Company, Cincinnati, for the National Association of Food Chains.

John P. Houck, M. W. Houck & Bro., New York City, for the National Food Brokers Association.

Charles S. Ragland, C. B. Ragland Company, Nashville, Tenn., for the United States Wholesale Grocers Association.

Paul Willis for the Grocery Manufacturers of America, Inc.

In the opinion of Harold Patterson, member of the N.C.A. Convention Committee, who is directing the planning and coordination of the Symposium and will be its program chairman, the Symposium offers an unrivalled opportunity to render substantial service to the entire canned foods industry, by spelling out the great advantages which stem from merchandising—apart from selling—through forward planning, initiative and good American ingenuity.

Each speaker will emphasize merchandising from the point of view of the organization he represents. From preliminary outlines, there are numerous indications that the Symposium will be dynamic and forceful. From each of the various points of view represented, one common topic will be covered; namely, that intelligent and improved merchandising can cushion whatever economic shocks may be sustained by the food industry.

In addition to this common theme, Mr. Patterson reports that each speaker is incorporating other topics of direct and timely interest.

With a group of such forward thinking industry leaders as are represented on the Symposium, challenging ideas and views are expected by the program planners.

The business biographies of the Symposium speakers on page 396-7 will serve to demonstrate their high qualities of talent and leadership.

Farm Labor Discussions

(Concluded from page 391)

Regional meetings in San Francisco, Denver and St. Louis, during November. Reports given on the regional meetings recommended that the practice of employers making private arrangements for the use of Mexican Nationals be prohibited, that there be no advantages given foreign labor over those available to domestics, and that a border-crossing and card system of admitting foreign agricultural labor be explored, as well as the past method of obtaining foreign workers.

The National Farm Labor Conference recommended to the USES Special Farm Labor Advisory Committee and to the USES that in any future international negotiations for the employment of agricultural labor, representative users of such labor be officially included in the U. S. negotiating group, with power to accept, modify or reject the terms of a contract. The conference also proposed, in lieu of or to supplement any international contract, a plan for the issuance of border-crossing cards for agricultural labor.

The USES advisory group adopted the recommendations of the National Farm Labor Conference and also passed resolutions commending the work of USES and the Immigration and Naturalization Service during the past year. A resolution of the advisory group requesting immediate consideration of the border-crossing card plan by USES, I&NS and the State Department was adopted. It was agreed that such a plan might require the enactment of legislation broadening the authority of the Immigration Service.

Health, housing, and educational problems of migrant agricultural labor also were discussed during the meetings.

Invitations to Bid

Quartermaster Purchasing Office—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif. (Western Branch).

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is \$10,000 or over.

The Army has invited sealed bids to furnish the following:

CANNED APPLES (DEHYDRATED)—9,095 dozen No. 10 cans. Bids due at Chicago under serial No. QM-11-182-49-157 by Dec. 10.

CANNED CHERRIES (RSP)—16,576 dozen No. 10 or 89,888 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-659 by Dec. 17.

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